OF ITS RULES

"Courtesy First" is the new motoring The code which replaces "Safety First" because it means ever more to automobilist and pedestrian, had its start in Detroit, being originated by the Wolverine Automobile Club, and has spread since to many other cities. Courtesy will do much to solve all trafproblems. The doctrine of "Courtes First" has been indorsed by the new committee of the National Automobile Chamber of Commerce, headed by J. Waiter Drake, which is working for the safety of the streets and highways for Here is the new code:

First, do not hog the middle of the

live the other fellow room to go by and when he attempts to pass you do not speed up and perhaps growd him into a safety zone. Be

Keep out of the safety sones

They are for the pedestrian. It is
up to you to make them safe. Be

ive him room to turn the corner do not crowd. When you park be-hind another car, remember he may wish to leave before you do. Give think of the fellow behind. Be

you have. Be courteous.

have the right of way
Perhaps the other fellow does not

pay any attention to your horn

It is well to remember that the
deaf, hundreds of them, use the
streets as well as you. Be courteous.
When you have an insane desire to

are passing have just as much right to break the law as you have. Think of the sentiment you are Think of the sentiment you are creating against motoring by your mania. Think of the accidents that may happen by your hitting some other driver coming in from a side street or pedestrian who does not see you coming. Think of the peonle in your own car, perhaps, who have a fear of speeding and are trying to be game and not let you know it. It is not sport to drive fast in the city; it is the utmost discourtesy to your fellow motorists one. The starter in the centre of the car.

bles made in the United States in 1916 will be equipped with Goodyear tires," says A. F. Osterloh, scretary of the Goodyear Tire and Rubber Company, discussing prospects for the year.

"This is an example of the position in dredom in which Goodyear finds itself as we enter the new year, and the figures include all American makes of cars. We fully expect to sell 50 per cent. The product than in 1915, and that was our biggest year to date; we believe the country is going to absorb a million or more cars annually for the first three years, and we are equipping to get what we consider our share of the business.

factory buildings are now being ed that will give us a daily ca-of 20,000 tires and we are ready accumulating a comfortable box of the popular sizes in anticipation the spring rush."

### MANY ORDERS FOR SILVER.

Hts sub-Dealers Ask for \$2,000,000

Worth of Cars. of the notable affairs of show s dealers at the Hotel Astor. bey took their departure sixty-who act as sub-dealers under e d orders totalling over \$2,cover their needs for the next

marks a new record for the ing of the results obtained at the Show Mr. Silver says that as for retail sales and number

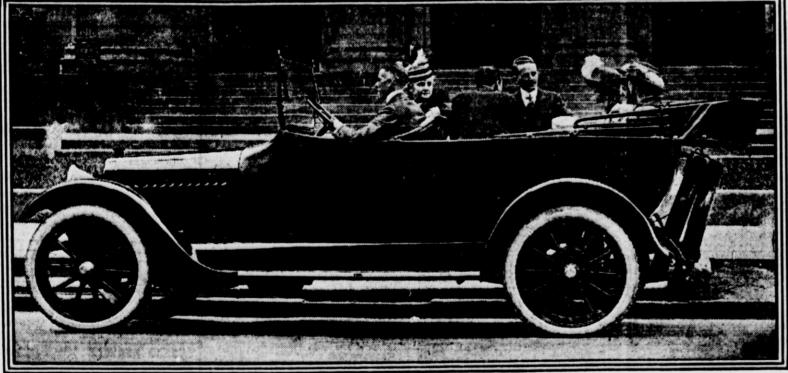
prestive customers secured have div shattered.

private exhibition of the new session at the Waldorf, Plaza and a hotels was a success and the public new confronting Silver is them in sufficient numbers.

Dodge Bros. in Fourth Place.

ng to Automobile Topics, a trade

Seven Passenger Touring Model of Chalmers Six-40



This is the new Chaimers Six-40 touring car, which is shown here in the seven passenger model.

### THE CARS OF 1916.

By CHARLES E. DURYEA.

In addition to many good mechanical features such as cantilever rear springs and large brake band surfaces, one set contracting on the drum and the other set expanding in it, the Mitchell shows a lot of study and ingenuity in the small fittings that go to add comfort and pleasure. In the lamps is a novel arrangement

It is well to remember that the deaf, hundreds of them, use the streets as well as you. Be courteous en you have an insane desire to peed

Remember the other fellows you have to break the law as you have.

Think of the sentiment you are

to you, remember that some are and as a whole overloading the monthly deficient and you cannot will then from the clothes they will me as a child on a carb, slow you read that the contract of the search of the se

# the overhanging frame. The appearance is that of the well known semi-elliptic spring and close attention is required to see that another device is in use.

of hinge and reflector which permits swinging the iamp and reflector out and upward till the light shines backward, while the shell or case remains in place. This permits lighting up anything to the rear and facilitates mounting and dismounting when light is needed.

The National shows features calculated to better the running and please the user. One of these is the water jacketed manifold rising high appear the capturers.

Cunningham cars carry out the beat body idea somewhat more completely than others by running a bead along the body near the top, which suggests a strake on a boat. They show wire wheels and divided seats, having a partition in the centre both front and rear. These seats are quite a little more roomy than bucket seats, while retaining the idea of individuality. The lamps are supported on the guard aprons and the side lights on the top of the guards.

In the Fergus car a deep bridge trues frame carries tubular running board sup-

running.

The H. A. L. car uses a twelve cylinder Weideley motor with valves in the heads and cooled by a four bladed fan. The cooling water passes through the same manifold as the air, heating it on its way to the curbureter. The exhaust is carried away by flexible tubes, a practice found away by flexible tubes, a practice found

C. D. Studebaker

### Dan C. Swander



Swander goes from Firestone branch manager to charge of entire Eastern district Dr Firestone. Studebaker suc-

# ALL, SAYS WILLMAN

Only Chance Auto Makers Take Is Not to Build Cars Enough, He Says.

G. L. Willman, assistant sales and advertising manager of the Studebaker

perhaps the other fellow does not know it. Be courteous.

The National shows features calculated to better the running and glues at laws. The courtesy you will teach them. Be courteous.

When you get the "Go" signal from traffic officer Remember to give the pedestrian time to get out of the way. Be courteous.

The Case car shows long corner bears and cleaning the milest. The frame is heavy all through the states of the street of the

cars. We know this must be true of other high grade manufacturers to a large extent. But taking it from another angle: In the year 1915 approxi mately 700,000 cars were manufactured and sold, and if other companies sell 85 per cent. of their product to people who have already owned cars, that leaves us less than 100,000 cars to take care of 7,500,000 families who have not had an automobile of any kind.

"But supposing the average life of a car is three years. By the time we had reasing its factories? In the calendar

character of this entertainment is really somewhat similar to the very first shows given in this country.

"Ten years ago the public generally was not interested in automobiles. Only persons of wealth and position felt that they could afford them. To-day the situation is quite different. Nearly every one you know owns some automobile. The man you know well of course is likely to own a good one one that has been custom made with the same care that was characteristic of his father's broughams and coupes. That father's broughams and coupes. That man and his wife you will see at the salon; and I am glad to add that both he and she have expressed high ap-proval in the most practical way of our new Daniels eight."

#### 300 MILES AT INDIANAPOLIS. Speedway Race on May 30 at a Reduced Distance.

The Indianapolis Motor Speedway has

issued entry blanks for the sixth annual sweepstakes race to be held in Indianapolis Tuesday, May 30. The distance for this year's race is 300 miles. The Hoosier event will start at 1:30 P. M., and is for non-stock cars 100 cubic inches piston displacement of Every car must show a speed of at least eighty miles an hour in the official speed trials of one hap of the track in order to be eligible to start in the race. These speed trials are to be held on May 26 and 27. Not more than three cars of any one make may start as a team of any one make may start as a team entry. Two additional cars of the same make may start provided they are bona fide private entries. The management restricts the number of cars in the race to thirty-thres.

## PRICES AVERAGE LOW, BUT MAY RISE

TENDENCIES OF

AJAX DECLARES DIVIDEND.

Stock Now Is on a 10 Per Cent.

Basts as a Result.

higher by the rising costs above mentioned.

With this lower price what do we get?
The eight cylinder motor introduced in 1915 was marketed by but two or three as many, and not satisfied with this, some half dozen makers have gone four better and are offering 12 cylinder cars. But leaving out this sudden jump toward more cylinders, we find that the number of manufacturers making four cylinders has decreased and the number of manufacturers of sixes has increased until work gave out the following information.

Saw the Autos in Grand

Central Palace.

Saw of cassers and the number of east the few with the s The directors of the Ajax Rubber Company have declared a quarterly dividend of \$1.25 a share, placing the stock on n 10 per cent. basis, or \$5 a share, Ajax Rubber Company was formed a few weeks ago to acquire the assets, business and good will of the Ajax-Grieb Rubber Company as a gohas decreased and the number of manufacturers of sixes has increased until this year finds them about equal. Of course, it must not be understood that this means an equal number of cars having six cylinders will be made. So well established is the 4 cylinder and so large is its production that of the total number of cars produced, it is likely that from 70 to 80 per cent. will be 4 cylinder cars

Horse-power is decreasing in spite of the building—public, exhibitors, dealers the production that of the total number of persons who entered the building—public, exhibitors, dealers the same time cut down gasolene consumption one-third. ing concern. The company acquired had been in business more than ten years. Not earnings for the last four fiscal years ended August 31, 1915, averaged \$432,445.84 annually, equivalent to over 14 per cent, of the par value of the \$3,-969,000 stock of the Ajax Rubber Com-President William Grieb in a state-

was the most popular Hudson ever pro-luced. Within one month the demand forced the company to stop all advertis-ing, and the sales by twice over broke the Hudson records. But three months on the other hand, we must not forget that since engines are better, it is likely that since engines are better, it is likely that since engines are better, it is likely that the same method of figuring powers and other successful ventures the year just closed. The newspaper men covering the Automobile since that the same method of figuring powers given and that horse-powers actually have increased. Cylinder bores actually have increased nearly one-third in the same decreased nearly one-third in the same decreased nearly one-third in the same are sky years, but strokes are nearly as the same as sky years, and Engine here. So the company immediately stopped production on open models, losing, they assert, nearly 5.000 sales as a consequence during the months of September, October. November and December, Every facility from that time on has been devoted to the production of the Super-Six.

Dowers given and that harse-powers actually have increased. Cylinder bores have decreased nearly one-third in the last six years, but strokes are nearly the same as six years ago. Engine bores were larger then and, although strokes were shorter in proportion, they were practically the same as now. Strokes increased until 1914, when they began to decline. The bore stroke ratio how.

When the car owner in purchasing his When it will begin to recede does not ist, the maker is furnishing a better gear ist, the maker is furnishing a better gear ratio. The average of 3.5 to 1 of 1913 show will be held the week of Februs to 1, and is still growing lower. Tires thave not greatly changed in size. The lighter weight of the cars has made au-000 square feet.

up for the defects in tire sizes,

that were inadequate a few sare all right to-day.

Six years ago 40 per cent. of the cylinders were cast separately and nearly 60 per cent. were cast in pairs, and nearly 50 per cent. are cast in plock, while a small number accepts the block. About \$1,600 Is the Rate of 100 Makers Taken
Together.

About \$1,600 Is the Rate of three. The air cooled motors seem to have lost favor, but when the success for years of one prominent make is considered, it will be seen that it has gained in favor if not in numbers. Natural circularization has grown from the property of the party of the pa

other methods seem to have largely disappeared. The mid-position for the garbox is locing, being 20 per cent. now, as gainst 75 per cent. six years ago. The feat will under severy openings, the comfortable seats and long springs, the comfortable seats and perfect protection from the weather, one is surprised to learn that all these things are given for a price about 20 per cent. lower than a year ago and this in a year of rising costs and searce material.

But such seems to be the fact. The average price of the care made by more than 100 makers is only slightly over \$1.500, as against over \$2,000 for last year and over \$2,600 for the year before. The year of 1914 seems to have been the high water mark, for 1913 showed an average slightly under \$2,600 and 1912 and 1911 were still lower. In 1910, the price was but a little over \$2,200 and we expected it to go lower then. These things move in waves, however, and no one knows but that prices may be forced higher by the rising costs above mentationed.

With this lower price what do we get?

President William Grieb in a statement to stockholders said that the company had closed contracts for over \$3.000,000 of its output, and estimated earnings for the fiscal year to end Angust 31, 1916, available for dividends of \$750,000, equal to \$12,50 a share; this without taking isto consideration the fact that every man thinks he was since decreased and was 30 horse-power in 1912 and 1913, power has since decreased and was 30 horse-power last year and below 29 horse-power last year and below 29 horse-power last year and below 29 horse-power last year. There are several power this year. There are several for dancing on Monday hight. There power last year and below 29 horse-power last year and below 29 horse-power last year. There are several for dancing on Monday hight. There power this year. There are several this permit higher speeds with less power. Higher fuel costs make buyers more careful and economic. Lighter and better constructions are winning and so require less fuel. Motors are being run hotter and thermostats to secure the best cooling are now on the market, which secures greater economy. Carburated the foundation of the show worked smoothly and so the show worked smoothly and so it and the show that the fourth floor was ready for dancing on Monday hight. There are several higher fuel costs make buyers more this permit higher speeds with less power. Higher fuel costs make buyers more this permit higher speeds with less power. Higher fuel costs make buyers more this permit higher speeds with less power. Higher fuel costs make buyers more this permit higher fuel costs make buyers mo for the association of French dressmak-ers. Panama-Pacific Exposition races

Theodore E. A. Barthel has been elect

USE LITTLE FUL.

Engineering Results Interesting Now When Gasolene Is So High.

20 to nearly 40 per cent. and pump circularization has dropped from 70 to 60 per cent. in the last half dozen years. The disc clutch is still in highest favor, with the cone a close second, and other methods seem to have largely disappeared. The mid-position for the gear how to leading better 20 nor cent. now as

and so a ready

There concluded the Chalmers official.

#### AFTER BUFFALO'S HIDE.

tate 10 Suing to Get Back \$21,000 in Motor Pines.

The State of New York has brought an action against the city of Buffalo to compel the city to pay over the fines which have been collected during the past four or five years under the auto-mobile law and the local ordinances of

the city.

Melvin Bender, general counsel of the New York State Automobile Association, has filed a brief with Supreme Court Judge Chester pointing out the legal reasons why these files, amounting to more than \$21,000, should be paid Jimmie Sullivan Makes a Talk.

J. T. Sullivan, automobile editor of the

WINTON SIX

## Not One of Those Look-Alike Motor Cars

Everybody has a car. But you can be excused for not knowing that your friend, Judge B ...., has one, if the Judge hides his identity in an automobile that looks just like thousands of other cars.

You can't be expected to scrutinize the passengers of every black or green machine that goes up and down the street.

Besides, if the Judge were really the big man you thought him to be. he would certainly have the self-respect not to hide his identity in a car of monotonous commonplaceness.

You know very well that men are successful because of individual merits-not exactly the same merits that everybody has. Successful men always have ideas of their own. They are different. And they simply cannot be happy in run-of-mine or indifferent surroundings. Their cars prove it. For the men who are doing large things in the world are invariably seen in cars of tasteful individuality—an individuality found only in cars of finest quality.

Practically every Winton Six car is separately planned to meet the special personal requirements of the man or the woman who is to use it. We shall be pleased to make your next car exactly as you want it.

Two sizes: 33 at \$2285; 48 at \$3500. A telephone call will bring you all the particulars.

## The Winton Company

Winton Building, Broadway at 70th Street. Tel. Columbus 3580 Newark Winton Bldg., 380 Central Ave. Tel. Mulberry 900